MAGAZINES / BOB SIPCHEN

Plugging Americans Into Alternative Energy Sources

Americans traditionally run hot and cold on energy issues. When gas prices are down and the lights shining bright, we ignore them. When rates and international tensions escalate, everyone is abruptly "energy conscious."

Lately, concern about energy has been generating more heat than a Kuwaiti oil field. But most environmentalists bemoan what they see as officialdom's reliance on the same old nostalgic solutions.

In offering readers a list of ways to "help stop the war," the March/April **Mother Jones** magazine is a few steps behind the Bush Administration.

In offering a list of innovative ideas for a new U.S. energy policy, the magazine leaves the President in the Saudi Arabian dust.

Likewise, **Sierra** magazine's March/April issue plugs into the energy issue with a package on "Positive Energy" that goes well beyond any of the Bush Administration's recent energy package—which relies on the old school strategy of more drilling and more nuclear power plants.

Mother Jones came up with its catalogue of possibilities by presenting four environmentalist-types with this situation: "You're Energy Czar, Now What?"

The solutions run the gamut from biomass energy, which harnesses the photosynthesis of plants, to congeneration, which taps the wasted energy in traditional power plants.

According to John P. Holdren, professor of energy and resources at UC Berkeley, by 1990 the federal government's research and development spending had fallen by three times its 1980 rate.

The problem, as he sees it, is that energy in the United States is underpriced—mainly because consumers are not charged for the social and environmental costs of their dependence on fossil fuels. If he were made Energy Czar, Holdren would tax the heck out of energy users, and pump the money into alternative fuels research.

Amory B. Lovins, research director of the Rocky Mountain Institute, is more optimistic, stressing what he sees as an existing trend to conserve.

The Bush energy package does not call for higher fuel efficiency in cars. But a mere 3-mile-per-gallon improvement would eliminate this country's need for Iraqi and Kuwaiti oil, Lovins figures. If car makers would squeeze 11 miles per gallon from family cars, we'd never need to send another tank or tanker to the Persian Gulf. And similar savings can be wrung out of our electricity consumption, he believes.

Biology professor Barry Commoner would make solar technology the nation's energy priority, and then export free photovoltaic cells to pay "reparations to the Third World countries we have exploited."

A more comprehensive and more readable overview, Sierra's package covers the same ground as Mo Jo, and then some.

Recognizing that "most of us like being able to heat a kettle of water without first having to build a fire from cow dung," Sierra explores the world of "Brave New BTUs." This examines new technologies, including solar thermal plants, such as those on the Mojave Desert, and such esoteric experiments as ocean-thermal-energy conversion, in which energy is derived from the differences in temperature between the sun-warmed ocean surface and its cooler depths.

In offering a list of innovative ideas for a new U.S. energy policy, the magazine leaves the President in the Saudi Arabian dust.

These sorts of ideas continually percolate in environmental circles. But both magazines criticize the quality of debate in the social mainstream, where recycling cans of dolphin-free tuna seems to supplant discussion of real solutions. Meanwhile, American businesses, energy conglomerates in particular, have latched onto environmental issues in slick and often misleading public-relations campaigns, Mother Jones reports in a related article.

"It's hard to pick the boldest lies advertised by slippery oil," writers David Beers and Catherine Capellaro write. But that doesn't keep them from naming names in their powerful no-punches-pulled attack.

For instance, Texaco, which boldly advertises its "corporate responsibility to do business with a conscience," neglects to mention its record of fines, felony convictions, EPA violations and civil settlements stemming from environmental abuses.

REQUIRED READING

Responsible mothers-to-be must eschew most vices out of concern for the baby-to-be that shares their body. Daddies-to-be, meanwhile, have been known to lament such injustices of biology while smoking big cigars and chugging bourbon.

As the April **Health** magazine reports, however, "sperm may finally be stripped of its macho image."

Some studies now suggest, the magazine reports, that a father's drinking and smoking habits, as well as his age and exposure to various toxins, are linked to birth defects.

The April **American Health** examines the same issue, and marvels at how long it has taken scientists to notice that "reproduction is a two-person process."

As one researcher says, "You don't have to be Sigmund Freud to figure out why this is so."

As both magazines point out, such findings argue strongly that men abstain from smoking and drinking for at least three months before attempting to sire a child.

They also raise interesting questions about issues such as companies' recently publicized efforts to ban fertile women from jobs that could endanger a fetus.

In its April 1 "Special Issue" on housing, **U.S. News and World Report** puts Los Angeles at No. 4—just behind Anaheim, just ahead of Riverside—on its "10 Coolest Markets" list.

Not to worry, though. Los Angeles magazine's April issue contains a "Survival Guide" to selling in a buyers' market and to bargain hunting in areas such as the Beverly Hills "flats," where homes that once went for $2 million are a steal at prices as lo as $1.2 million.

MAGAZINE VS. MAGAZINE

Last September, **Outside** magazine lined up all the major environmental organizations, then went down the line tweaking noses and poking ribs. It also dissected the finances and management of each organization, glibly scrutinized its biases and foibles. Outside said, for instance, that the typical member of the National Audubon Society "feels a twinge of guilt whenever she dresses the Christmas turkey." In its March issue, **Audubon** magazine retaliates with a five-page parody review of Outside by Leander Skagg.

A capsule summary of Outside: "There are articles on . . . designer hiking boots, designer thermal underwear and designer climbing ropes, not to mention gonzo investigative journalism, gonzo river-rafting trips, gonzo hikes, gonzo mountain-biking, gonzo free climbs, gonzo high ad ventures in really far-away places, . . . gonzo reports from all over the place, gonzo cute news and short takes, and gonzo natural philosophy."

Audubon provides in-depth analyses of articles from a supposed recent issue of Outside, including a piece called "The Big Hairy Guy" and a story on the "New High in Testosterone: glacier unicycling."

N.P. TIMES FEB '91

Checking on Charities

Editor's Note: Charities are evaluated periodically by the National Charities Information Bureau and the Council of Better Business Bureaus' Philanthropic Advisory Service, two independent watchdog organizations, on the basis of several standards for fundraising, governance, financial management and public information. Charities are selected for review based on their national prominence and inquiries received. The standards are meant to serve only as a guide to donors. Donors and other interested parties should review the standards and decide for themselves whether a charity's compliance with a particular standard is important to them. Additional information may be available from the organizations. A list of the standards and detailed reports are available free from the National Charities Information Bureau, 19 Union Square West, New York, NY 10003 and the Council of Better Business Burueas' Philanthropic Advisory Service, 4200 Wilson Blvd., Arlington, Va. 22203.

National Charities Information Bureau

AMERICAN CANCER SOCIETY, Atlanta. Meets all standards.

AMERICAN MENTAL HEALTH FUND, Falls Church, Va. Meets all standards.

AMERICAN PARKINSON DISEASE ASSOCIATION, Staten Island, N.Y. Meets all standards.

CANCER RESEARCH FOUNDATION OF AMERICA, Alexandria, Va. Does not meet the standard for accuracy of information because of the group's practice of soliciting contributions primarily for one program activity while expending the majority of its support for another significantly different activity. The group does not meet the standard for applying at least 60 percent of expenses toward program. In light of these concerns, there is a question whether the groups financial statements accurately differentiate its program and fundraising expenses.

CHILD FIND OF AMERICA, INC., New Paltz, N.Y. Meets all standards.

THE HERITAGE FOUNDATION, Washington. Meets all standards.

MARTIN LUTHER KING, JR. CENTER FOR NONVIOLENT SOCIAL CHANGE, INC., Atlanta. Meets all standards.

NATIONAL TRUST FOR HISTORIC PRESERVATION, Washington. Meets all standards.

Council of Better Business Bureaus' Philanthropic Advisory Service

AMERICAN DIABETES ASSOCIATION, Alexandria, Va. Meets all standards.

AMERICAN SOCIETY FOR THE PREVENTION OF CRUELTY TO ANIMALS, New York. Does not meet the standard calling for fundraising to be conducted without excessive pressure. A direct mail appeal by the group suggests that a contribution is expected in return for greeting cards already sent to the recipient.

ARTHRITIS RESEARCH INSTITUTE OF AMERICA, Clearwater, Fla. Does not meet standard calling for the organization's financial statements to present adequate information to serve as a basis for informed decisions. The group did not include information on program expenses identifying the amount spent on each major program described in the annual report and in solicitations (such as research and public education). Its audited financial statement did not contain a detailed schedule of expenses by natural classification (e.g., salaries, postage, occupancy) for each major program and supporting activity. The group does not meet the standard calling for solicitations in conjunction with the sale of goods, services or admissions to identify the actual or anticipated portion of the sales or admissions to benefit the charity. An invitation for a fundraising event did not include this information.

BOY SCOUTS OF AMERICA, Irving, Texas. Meets all standards.

HEIFER PROJECT INTERNATIONAL, Little Rock, Ark. Meets all standards.

"JUST SAY NO" INTERNATIONAL, Walnut Creek, Calif. Meets all standards.

MAKE-A-WISH FOUNDATION OF AMERICA, Phoenix, Ariz. Meets all standards.

MAYS MISSION FOR THE HANDICAPPED, Heber Springs, Ariz. Does not meet standard calling for the audited financial statement to identify separately expenses incurred for each major program. The 198 audit does not contain a detailed schedule of program expenses showing natural expenses incurred. In response, Mays Mission for the Handicapped stated that it will include these items in its 1990 report.

MUSCULAR DYSTROPHY ASSOCIATION, New York. Meets all standards. ■

Planned gift interest rates

Here are the interest rates from the Internal Revenue Service for calculating charitable deductions for charitable lead trusts, gift annuities, charitable remainder trusts and some other deferred gifts:

March 1990	10.2%
April 1990	10.6%
May 1990	10.6%
June 1990	11.0%
July 1990	10.6%
August 1990	10.4%
September 1990	10.2%
October 1990	10.6%
November 1990	10.6%
December 1990	10.2%
January 1991	9.8%
February 1991	9.6%

Source: PG Calc Inc., Cambridge, Mass.

ANNOUNCING

The Mandel Premier National Scholarship in Nonprofit Management

Provides Full-Tuition plus $10,000 Stipend for Study Toward The M.N.O. Degree (Master of Nonprofit Organizations) at Case Western Reserve University

Application Deadline: March 1, 1991

For Information, Write or Call:

Mandel Center for Nonprofit Organizations
450 Enterprise Hall
Case Western Reserve University
10900 Euclid Avenue
Cleveland, Ohio 44106

(216) 368-8566 or 1-800-321-6984, Ext. 8566

CASE WESTERN RESERVE UNIVERSITY

Fund Accounting Software